

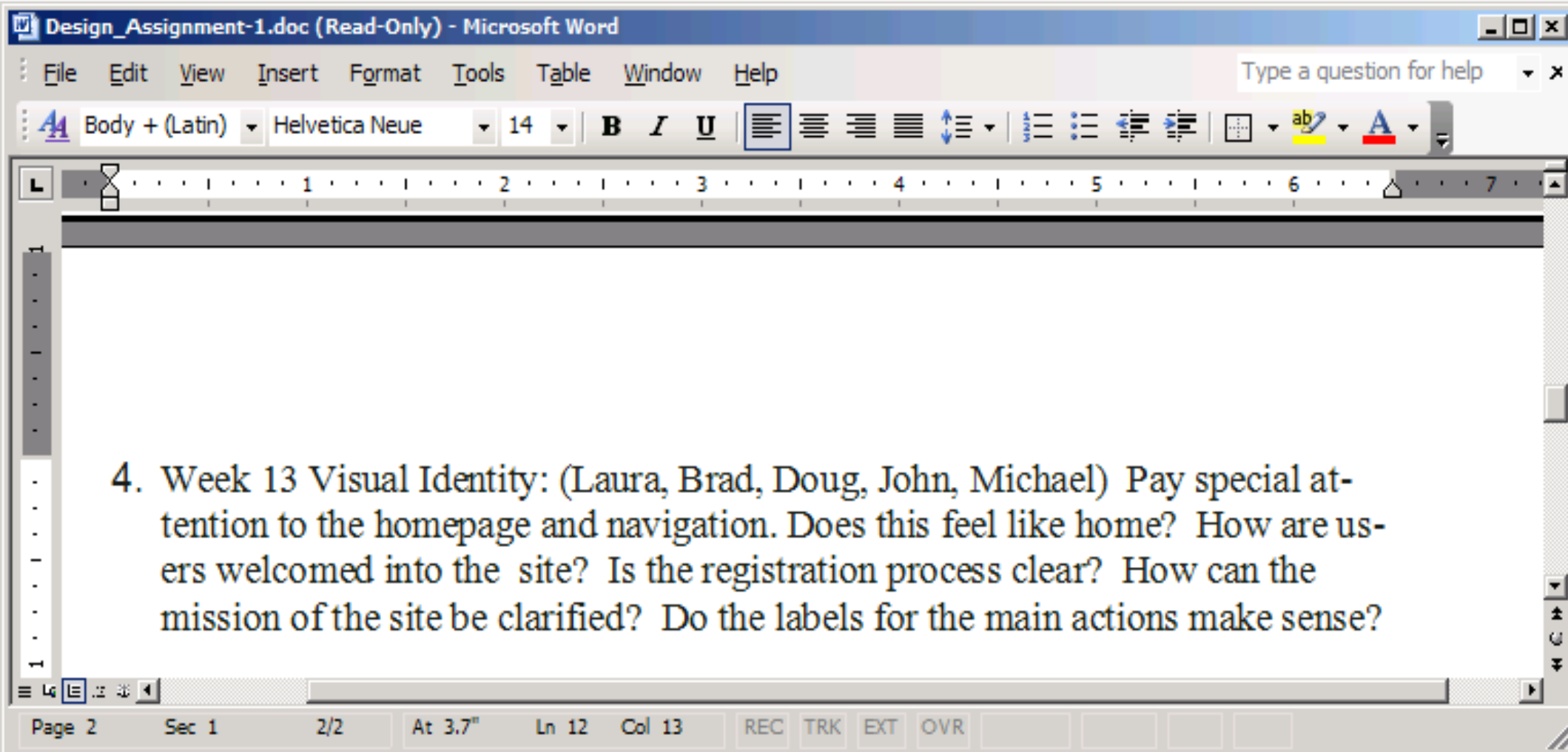
Visual Identity: Home Page and Navigation

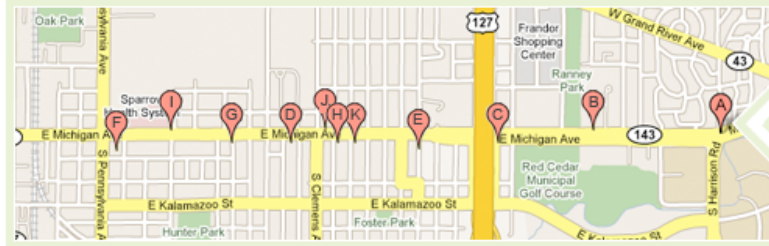
OurMichiganAve.org

WRA415 Group 4

Gillian Ennis, John Lauckner, Laura Logan, Doug Schraufnagle, Brad Shapiro , Michael
Woicik

The Assignment





Welcome!

This website is your place to learn and share about the life of Michigan Avenue, a commercial corridor that runs through Lansing and East Lansing, Michigan. [Sign up](#) to share your stories with us!

Welcome to the Corridor!

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What can I do here?



[Improvement Ideas](#)

Learn about proposed changes to the corridor and the New Urbanism principles behind them, and suggest your own ideas.



[Map Opinions](#)

It's just a straight line on most maps. But it's much more on ours. Share points of interest.



[Corridor News](#)

Read about what's happening on the Corridor, with stories from many different sources.



[About the Corridor](#)

Read about the Michigan Avenue Corridor Project, including the participating partners and funding plans.



[Share Your Stories](#)

Share your stories of Michigan Avenue: the places and people that turn a street into a community.



[About This Site](#)

Learn more about the group behind this site, and link to our favorite websites for the Michigan Avenue Corridor.

Does this feel like home?

Is this clear?

Our Michigan Ave

Login Password

Improvement Ideas | Corridor News | What's New | Share Stories | Map Opinions | Photos



Register

Login

Password

Password confirmation

Display name

Email

Profile

B *I* U **P** **H1** **H2** **H3** **H4** **Bq**

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Or how you get here?

Can the site's mission be clearer?

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And what about...

Improvement Ideas

Corridor News

What's New

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Map Opinions

Photos

those navigation
tabs?

Goals

- Make the home page **feel like home**
- Make the **registration process clear**
- Clarify the **site mission**
- Review the **labels for main actions**

Ideas

- Accurate visual representation of the corridor
 - Rotation of photos, webcam feed
- Current Content
 - Not all static
- Rewrite Mission
 - “this website is your place”
- Persistent Login
 - Remember me
- Personalized Content?
- Navigation
 - Ideas / opinions / stories doesn't make sense
- Mapping and photos should be features of all genres
- Registration Page Issues
 - No instructions on registration page
 - Username is redundant - use email address
- Welcome video

Teams

Actions (Gillian & Michael)

- Login
- Navigation
- Registration

Content (Brad & Doug)

- Accurate visuals
- Current content
- Updated site description

Atmosphere (John & Laura)

- Authorship
- Framing
- Cleanup
- Welcome